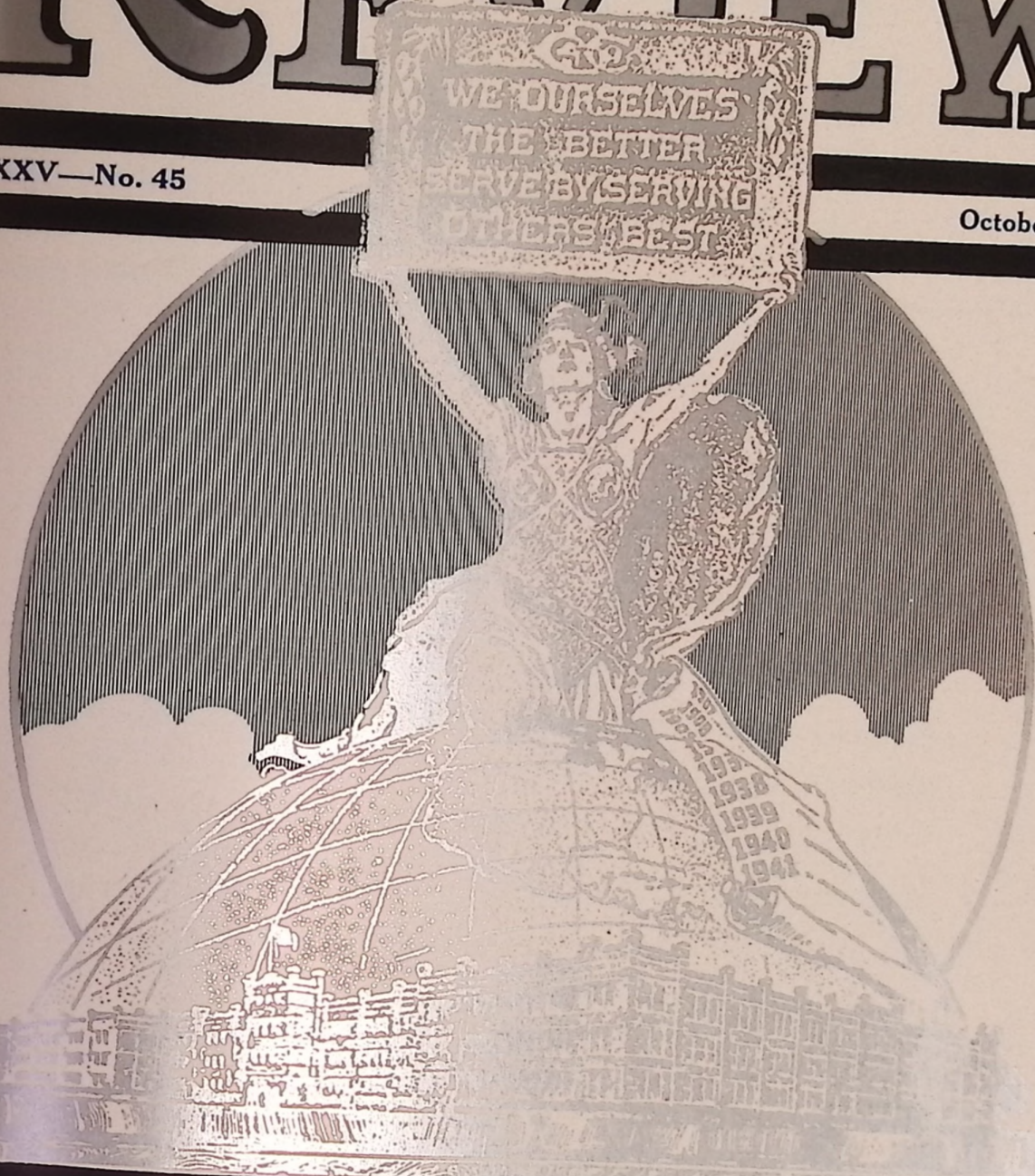


THE REVIEW

Vol. XXXV—No. 45

October 16, 1941



Five More Weeks . . .

In Which to Decide How You're Going to Say
MERRY CHRISTMAS to the Home Folks

The _____

Christmas Club Contest Closes

_____ November 22nd

From Silk Stockings to Hob-Nail Boots

In the big shift from silk stockings to hob-nail boots, every business must perforce do things which may not be pleasant, but which will be patriotic.

Sure, we'll have headaches — and so will you — shortage of raw materials, priorities, high taxes, "profitless prosperity" — a constant struggle with circumstances beyond individual control.

When democracy has defeated dictatorship and business has returned to normalcy, we will again find real happiness in our everyday work. Until then, come what may, we will do our best to take care of old customers and to prove worthy of the friendship of our new ones.

The going may be tough, but if we'll all remember that we're Americans, we'll buckle down and finish the job. We may be too young or too old to tote a gun, but none of us is too young nor too old to buy defense bonds, so let's go!

The REVIEW



by and for the Sales Department of
The Gerlach Barklow Co.

THE ULTIMATE OF ART IN ADVERTISING

Vol. XXXV

JOLIET, ILLINOIS, OCTOBER 16, 1941

No. 45

ARE YOU SATISFIED?

Forewarned is forearmed. I am wondering if you realize that starting Monday, October 20th, there are just 29 working days left in the 1941 Christmas Club Contest—41 more working days until the opening gavel of Conventions. If you are putting in eight hours a day that means 328 working hours left in 1941.

There are a lot of us who, in our optimism, put off until tomorrow what should be done today. Everyone of us has a tremendous job in front of us now, and it has to be done in 41 working days. The successful salesman is the one who has in front of him a quota to accomplish—not only in sales, number of orders and distribution on certain parts of the line, but in addition, some of the following:

How many orders have you written this year that have not been completed, and will you do everything in your power to complete every one of them?

Have you sent in your completed and corrected town sheets? That is, your customer list from which the company will send its advertising.

Have you a check on your entire sample equipment and reported its condition?

Are you going to start now to prepare the different personal and general letters that you want to send to your customers?

Are you making advance appointments now for the opening of the new year?

Have you a complete file of competitor's customers and prospects that you are going to call on at the start of the new season?

Are you satisfied with the sales you have made in your territory on that outstanding safety subject **BE SURE YOU ARE RIGHT, THEN GO AHEAD?**

Are you satisfied with the sales you have made on **SPANKY'S SAFETY PATROL?**

Are you satisfied with what you have done on specialized campaigns that will lay the foundation for renewal business next year?

Have you posted your Bank Book right up to date, are you satisfied with what you have done on your Christmas Club Credit record?

It isn't often that I ask a favor, but won't you sit down tonight and make a complete check on what you have accomplished and what you are going to do between now and December 6th?

A suggestion—one that I use: Put in front of you—if necessary in your pocket—a slip of paper with 41 on it, and at the end of each working day check one off. Time truly flies. The next 41 days will be gone before you know it. Take advantage of every day.

You are doing a fine job in October. Thanks sincerely, keep up the good work and Best of Luck.

J. Mackey

SEEK TO SERVE, RATHER THAN TO SELL AND YOU DO BOTH

A letter came to me this morning from a banker in an Illinois town about a hundred miles from Joliet, ordering sixteen hundred P237 calendars, and I have been wondering how many similar situations exist just like this one. The banker came in to my office last Wednesday or Thursday with a sample of a Twelve Sheet calendar asking for quotations. He said his bank had not been using calendars for years and had decided that this year they were needed.

It happened that the sample he had was for our regular No. 131E, so I quoted prices on them and asked if he would look at a calendar that I felt would give his bank better service, and showed him our P237. He asked for the sample and prices to show to his associates, and the order for P237 came in by return mail.

The appearance of P237 is much better than a Twelve Sheet calendar. The paper stock is of a higher grade and the pad, our regular No. 8 pad, has all the answers for a convenient pad in homes or in offices and should mean a repeat order year after year.

There are probably many bankers in all sections of the country that are on the fence today. They KNOW they should have a calendar this year but just because they have gone without them for a few years they need a little convincing argument about the value of calendar advertising.

Use your sample of P237—and make a few calls on banks that do not use calendars regularly. You might be surprised to see how easily you can create some new accounts.

James R. Talcott

Watch for -

"SERVICE SWEETIES"

A NEW SERIES OF GORGEOUS GIRL FIGURES BY BUELL

You'll be thrilled when you see the new girl series by Al Buell, the same artist who painted those successful sellers, "Spirit of Youth" and "Playmates." The new series, ready soon, is called "Service Sweeties" because it shows the sweethearts of the Army, Navy, Marines and Coast Guard, all in uniform!

Wait until you see the blonde bombshell who's just won her First Class Gunner's medal . . . the brunette Marine bugler who'll wake up a lot of people when she blows reveille . . . "A Bit Drafty," the buxom private . . . the Navy air officer whose qualifications are "plane to see" . . . the redheaded Ensign, the leader of the Marine band, flyers, gunners, officers . . . and the Coast Guard cutie with a flag signal that says "Keep Going Ahead."

YOUR SAMPLES are being rushed. You will receive a set of finished prints within a week or so. Blotters are not ready yet, but you'll be able to sell the new series on News Quiz, SQA folders and monthly calendars.

"Service Sweeties" is the timeliest, most colorful bevy of beauties you've ever seen. Plan now to sell them to every business man who uses girl pictures. You'll like them, because they'll get order after order for you!

CORRIGAN, MALONEY AND CLAYTON

SET A SWIFT PACE FOR THE CHRISTMAS CLUB CONTESTANTS

GEORGE "RIGHT-WAY" CORRIGAN MAKES FIVE HITS FOR A TOTAL OF \$2,163

Mr. Corrigan's biggest order comes from a CONSTRUCTION COMPANY, an old customer and calls for Paragon.

His second in line calls for Special Art Calendars and comes from an AUCTIONEER—also an old customer.

Number three is another sale of Paragon—this time to a BROKER.

Four is a sale of "The Guiding Hand" to a REALTOR and five is a sale of PERSONAL GREETINGS.

George H. Maloney of "The Big Town" scores five times for \$1,375. His best was a \$900 Safety Campaign to a BANK. Next best a \$300 sale of Paragon to a HOSIERY MILL, a \$111 sale of Ger-Bars to a MERCANTILE CONCERN, a sale of "Houghton Mill" to a JEWELER and Business Calendars to an INSURANCE AGENCY.

Charles Clayton makes seven sales for \$1,276. Business Calendars to a COAL AND IRON MINING COMPANY for \$787. Paragon to a LUMBER AND MILLWORK COMPANY for \$123. "Be Sure You're Right" to a HAULING CONTRACTOR. "Yours Truly" to a MACHINERY MANUFACTURER. Business Calendars to a REALTOR for \$70. "Light of Her Eyes" to a WHOLESALE DEALER IN MILLWORK for \$70. "Spirit of America" to a SERVICE STATION for \$40.

Marvin Mitchell makes a \$750 sale of Paragon to a MANUFACTURER OF MUSICAL INSTRUMENTS—an old customer brought back to the G-B fold.

E. E. Meyer made three sales for \$843. A \$700 sale of Direct Mail advertising to a CHEMICAL MANUFACTURER, a \$115 sale of "Springtime" to a new customer and "Spirit of America" to a FUNERAL DIRECTOR.

A. S. Hartman made six sales for over \$700. Paragon to an INSURANCE AGENCY for \$245, "Spirit of America" to an ICE CREAM MANUFACTURER for \$200, "Down on the Farm" to a CEMENT PRODUCTS COMPANY, "Proud Mothers" to a TRUCKER for \$100, "A Long Life" to a DAIRY, Pencils to a STOCK FARM.

John P. Kelly made a \$1,236 sale of Special Calendars to a SEED GROWER—a new customer.

Mrs. A. C. Jahl made a \$585 sale of the Crandell Girl and Parrot to a FEED MILL.

J. B. Kasper made three sales for \$500. Paragon to a MERCANTILE CONCERN for \$435, Metal Calendars to an ASPHALT PRODUCTS COMPANY, Blotters to an INSURANCE AGENCY.

Harry Etter made eight sales for \$900. FD Supplies to a FUNERAL HOME for \$345, Paragon to a CHEMICAL MANUFACTURER for \$215, Blotters to a MANUFACTURER, "Guiding Hand" to a FUNERAL SER-

VICE, "Spirit of America" to a new customer, Business Calendars to a CABINET MAKER. My Diary to a KIDDIE SHOP, Personal Greetings to an ADVERTISING SALESMAN.

Bill Ehlinger made a \$467 sale of Special Calendars to an INSURANCE AGENCY—an old customer.

W. J. Eggleston's best of four was a \$100 sale of Paragon to a QUARRY SUPPLY COMPANY.

Perc Earl rings up five sales for \$440. "Playmates" Blotters to a GRAIN DEALER for \$160, Paragon to a TRUCKING COMPANY for \$161, "Guiding Hand" to a MACHINE SHOP, Business Calendars to a BANK, Greetings to a LUMBER DEALER.

M. C. Eckland also makes five sales. "Coming In" to a RESTAURANT, "My Diary" to a FURNITURE DEALER, "Priceless Heritage" to a RESTAURANT, "Spirit of America" to a GAS AND OIL DEALER, "My Diary" to a DEPARTMENT STORE.

T. L. Dallas scores twice for \$221. Paragon to a MANUFACTURER and Ger-Bars to a LUMBER DEALER.

Guy Dean makes seven sales for \$250. "When a Feller's Got a Friend" to a PIPE AND SUPPLY DEALER, "Proud Mothers" to a FORD DEALER, "Spirit of America" to an AUTO SALES AND SERVICE COMPANY, Pencils to a STANDARD OIL DEALER, Metal Calendars to an ELECTRIC APPLIANCE DEALER, Pens to a FUNERAL DIRECTOR, Knives to a TOOL MAKER.

Messick made evelen sales for over \$500. Farm Record Calendars to a FUNERAL HOME, Pencils to a MANUFACTURER, Metal Calendars to a MACHINE SHOP, Pencils to a DAIRY, Business Calendars to a CASKET MANUFACTURER, Greetings to a GARAGE, Safety Ger-Bars to a GARAGE, Ger-Bars to a USED CAR DEALER, Coal Facts Calendars to a FUEL DEALER, "Rah! Rah! Rah!" to a MINING COMPANY, Paragon Key Cases to a WELDER.

A. McWilliams made a \$350 sale of Pencils to a BAKERY.

Bill McNerney made five sales for over \$300. Greetings to an OIL DEALER, Paragon to a GARAGE, Metal Calendars to a CLEANER, "My Diary" Baby Books to a BABY SHOP, Paragon to a SERVICE STATION.

Alan J. Kidd made a \$300 sale of Business Calendars to a SEED GROWER.

Jim Hartman sold Paragon to a TRANSFER COMPANY and Pencils to a SIGN SHOP.

Joe Henderson made six nice sales. "When a Feller Needs a Friend" to a ROOFER, Blotters to a TIRE SHOP, Metal Calendars to a FOOD SHOP, Key and License Holders to a SERVICE STATION, Greetings to a FUNERAL HOME, "When a Feller Needs a Friend" to a TIN SHOP.

Eugene Keltner made eight sales for \$350. Religious Calendars to a FUNERAL HOME, Post Cards to a ROOFER, "Houghton Mill" to a ROOFER, Paragon Desk Calendars to a WELDER, "Bluebird Calendars to a MACHINE SHOP, "My Bonnie" to a BATTERY SHOP, "Here Peace and Happiness Abide" to a DENTAL LABORATORY.

John Gilbert makes five sales, his best a \$180 sale of "Peekaboo" to a dealer in BARBER AND BEAUTY SHOP SUPPLIES. He also sold Gas Tank Greetings to a SERVICE STATION, Paragon Key Cases to an AUTO DEALER, "Steady" to a FARMER'S EXCHANGE, and Key Cases to a CHEVROLET DEALER.

Ed Gerrish made six sales. "Spirit of America" to a BANK, Religious Calendars to a DAIRY, Gas Tank Greetings to a SERVICE STATION, "Blue Heaven" to an INSURANCE AGENCY, "Will Rogers" Ger-Bars to a TAVERN, Business Calendars to a PROVISION DEALER.

Ben Gatcliff made five sales, his best being a \$163 sale of "Rah! Rah! Rah!" to a HARDWARE DEALER.

He also sold Paragon to a SERVICE STATION, Ger-Bars to a FURNITURE DEALER, Safety Campaign to a BANK, "Springtime in the Forest" to a PONTIAC DEALER.

W. M. Harrison sold "Light of Her Eyes" to a CUTLERY SHOP for \$160 and "Rainbow Fishing Fleet" to an INSURANCE AGENCY for \$75.

Groomes' best sale of the week was "Priceless Heritage" to a DAIRY FARM for \$140.

T. S. Gosten made six sales. "Forever Yours" to a FURNITURE DEALER, Business Calendars to a MANUFACTURER, Paragon to a MANUFACTURERS' AGENT, Blotters to a MERCANTILE COMPANY, Pencils to a MERCANTILE CONCERN, Paragon to a dealer in BREWERS' SUPPLIES.

H. A. Gorsuch scored three nice sales, his best being "Autumn Drive" to a UTILITIES DEALER for \$200.

Albert J. Morrier makes eight sales for over \$600. His best is a \$426 sale of News Quiz, employing the new Buell Girls, sold to a SAW MANUFACTURER, an old customer. His other sales were as follows: Memorial Records to a MEMORIAL DEALER, Metal Calendars to a MANUFACTURER OF MILK BOTTLE CAPS, Will Rogers Greetings to a SERVICE STATION, Greetings to a NEWSPAPER PUBLISHER, "Guiding Hand" to a DAIRY, "The Light of Her Eyes" to a FLORIST, "Be Sure You're Right" to an INSURANCE AGENCY.

A. A. Bender sells seven orders for \$517. Paragon to a FARMERS' COOPERATIVE for \$200. Pencils to a SASH AND DOOR MANUFACTURER for \$157, Ger-Bars to a SHOE DEALER for \$100, Blotters to a REALTOR, Paragon to a DRUGGIST, Funeral Service to a FUNERAL HOME, Sympathy Cards to a FUNERAL DIRECTOR.

George Wilkins made four sales for \$340. "Happy Bluebird Family" to a FUNERAL DIRECTOR for \$280, LE Hangers to a CAFE, Ger-Bars to a CAFE, Christmas Letters to a MILLING COMPANY.

Frank Zimmerman made six sales for \$250. "Peekaboo" to a MACHINE SHOP, "Lucky Dog" to an INSURANCE AGENCY, FD Service to a FUNERAL HOME, Paragon to a LUMBER DEALER, Pencils to a LAUNDRY, Business Calendars to a TRUCKER.

Charlie Chamberlain made eight sales for \$317. Pencils to an ICE CREAM MANUFACTURER, Paragon Key Cases to a SERVICE STATION, "My Bonnie" to a GARAGE, Greetings to a FUNERAL DI-

THE PASSING SHOW

Going Places

If that green-and-blue-covered broadside showing the comprehensiveness and versatility of Gerlach-Barklow calendar advertising doesn't make a hit, we don't know effective advertising when we see it. Here, in copy, cartoon, and photographs, you have the whole story of the way in which calendar advertising attracts the attention of the Barkley family and influences their buying decisions. This broadside folder, as you know is being mailed to everybody who receives the annual house calendar as well as to many other prospects. Also, of course, each salesman will receive a quantity of broadside-folders for his own use. Personally, we like this piece of advertising better than any that has been sent out by a calendar house because we think it depicts in a very graphic and impressive way how impossible it is to GET AWAY from calendar advertising. This broadside-folder should do much not only to further careful distribution of calendars already bought, but also should be the means of laying the groundwork for many future sales.

* * *

Price Increases Fail to Slacken Consumer Demand

A few weeks ago in a REVIEW article we went out on a limb to prophesy that price increases would NOT greatly slacken demand so long as consumer buying power remained high. Now, we are glad to say, a FORTUNE Magazine survey proves that we were right. There has been a slight falling off, of course, but as a whole people are buying almost normally in spite of higher prices. It would be foolish to imagine that as taxes are superimposed on still higher

prices, normal buying can or will continue. Nevertheless, it is our belief that goods which are not too greatly subject to the higher costs of raw materials and manufacturing will continue to be in VERY GREAT DEMAND. The American people are not savers by nature. Consequently, as long as goods can be obtained, we feel confident business will remain at a high level. However, the American people are NOT suckers either. They proved that when they went on a "buyer's strike" at the time of the unwarranted profiteering that followed World War I. Wise businessmen will avoid unnecessary raising of prices either avoid them or eventually suffer.

* * *

This We Do Not Like

We are tired of hearing the radio talks of some of our leading Isolationists favorably commented upon by short-wave from Berlin and Rome—sometimes several hours BEFORE they have been delivered in AMERICA. We are also tired of hearing one of our leading Isolationists repeat practically VERBATIM propaganda speeches previously made by Goebbels and others. Most of us are tired of hearing the President of the United States booed and hissed by audiences of alleged Americans. By all means we must maintain free speech in this country, but some of the opponents of the American foreign policy do not seem to know the difference between "free speech" and SEDITION. Webster's dictionary defines SEDITION in this way: "Excitement of discontent against the government, or resistance to lawful authority." Remembering the first part of this definition, how would YOU rate some of the speeches you have heard over the radio? We think the time will come when

American people will learn to discriminate between honest, loyal criticism and malicious attacks made for the express purpose of misleading the American people AGAINST their interests. There are two types of so-called "Isolationists" in this country. The first are "Isolationists" because they sincerely believe such a policy is for the best interests of AMERICA. The second are against intervention because they KNOW such a policy is the best interests of the AXIS POWERS. The first deserve, and should have, our respectful attention. The second deserve—and should RECEIVE—nation-wide condemnation. If we, as a people, are too dumb to recognize the difference between these two types of domestic opposition, we had better listen to Hitler over here right now. It would be a lot of future trouble and bloodshed. If nations of Europe did NOT recognize the difference between patriotic opposition and subversive obstruction until too late. As a result they are doing the goose-step today. We must NOT make that mistake!

* * *

We Like

Here is an editorial written for the Louisville Courier-Journal by 18-year-old Hazel Parker. It is titled, "Freedom Is Simple Stuff": "From the archives of broken peace we are bringing old words and dusting them off for use as shining lanterns to lead us through the darkness of another war. Words like Freedom, justice and truth—all of them hard to define, none of them used more frequently than Freedom. You cannot say what Freedom means, perhaps, in a single sentence . . . It is Freedom is a man lifting a gate-latch at and sitting for a while on the porch

smoking his pipe before he goes to bed. It is the violence of an argument outside an election poll; it is the righteous anger of the pulpits. It is the warm laughter of a girl on a park bench. It is the rush of a train over the continent and the unafraid faces of people looking out of the windows. It is all the howdys in the world, and all the hellos . . . It is you trying to remember the words of 'The Star Spangled Banner.' It is the sea breaking on wide sands somewhere and the shoulders of a mountain supporting the sky. It is the air you fill your lungs with and the dirt that is in your garden. It is a man cursing all cops . . . It is your hot resentment of intrigue, the tilt of your chin and the tightening of your lips sometimes. It is all the things you do and want to keep on doing. It is all the things you feel and cannot help feeling. Freedom—it is you."

Yes, what a wonderful thing FREEDOM is—a thing that man fought for untold centuries to obtain, and finally achieved ONLY when the Liberty Bell rang out its message in this NEW world. But, do we really deserve it? If so, we must be vigilant, for—as John Philpot Curran once told us—"The condition upon which God hath given liberty to man is eternal vigilance; which condition if he break it, servitude is at once the consequence of his crime and the punishment of his guilt."

How well the conquered people of Europe know this NOW!

But—do WE?

Jewett E. Packer

RECTOR, Greetings to a GROCER, Greetings to a SERVICE STATION, Greetings to a RADIO SHOP, Paragon to a SERVICE STATION.

R. M. Bender sold six orders. Ice Facts Calendars to an ICE MANUFACTURER, Metal Calendars to an ACOUSTICON DEALER, Key Cases to a TAVERN, Phone Index Calendars to a SASH AND DOOR MANUFACTURER, FD Service to a FUNERAL DIRECTOR, Pencils to a BEAUTY SHOP.

Glenn Woods' best order of the week comes from a FUNERAL DIRECTOR who buys \$200 worth of Religious Calendars—a new customer.

Art Vores fielded eight orders for the week. "When a Feller's Got a Friend" to a ROOFING CONTRACTOR, "Spanky Safety Campaign" to an INSURANCE AGENCY, Memorial Records to a FUNERAL HOME, "Autumn Rhapsody" to a MEMORIAL DEALER, FD Service to a FUNERAL DIRECTOR, "Springtime" to a FUNERAL HOME, "The Guiding Hand" to a BAKERY, Post Cards to a MEN'S SHOP.

A. C. Talerico made seven sales. "Spirit of America" to a CHEVROLET DEALER, "When a Feller's Got a Friend" to a GAS AND OIL DEALER, Paragon to a PRODUCE DEALER, Greetings to an AUTO DEALER, Letter Openers to a FARM SUPPLY DEALER, Paragon to a NATIONAL BANK, Paragon to a WELL DRILLER.

D. H. Stapp of Kentucky rolled up nine sales. Ger-Bars to a GARAGE, Key and License Holders to an AUTO BODY SHOP, "Houghton Mill" to an INSURANCE AGENT, Metal Calendars to an INSURANCE AGENCY, "Off to the Meeting Point" to an AUTO FINANCE COMPANY, Ger-Bars to a TRUCKER, Greetings—PERSONAL, Paragon Key Cases to a GARAGE, Ger-Bars to a GROCER.

O. G. Steding of Missouri scores six. "Their Priceless Heritage" to a SERVICE STATION, Paragon to a FOOD LOCKER CONCERN, Will Rogers Ger-Bars to SERVICE STATION, Greetings—PERSONAL, FD Service to a FUNERAL HOME, Paragon to an AUTO SALES AND SERVICE COMPANY.

Craig Sohn's best of several for the week is a \$100 sale of Paragon to a TRANSFER COMPANY—a new customer.

Isidor Siegel's best for the week is a \$146 sale of Greetings—"Autumn Drive" to a MEAT PACKER.

L. R. Shepard made a \$100 sale of "Autumn Rhapsody" to a CHEVROLET DEALER.

Harold Ricker makes eleven sales for \$400. "Autumn Rhapsody" to a ROOFER, "Scenes of My Childhood" to a SERVICE STATION, Ger-Bars to a DAIRY, "Silver Dawn" to a DENTAL LABORATORY, Business Calendars to a COMMISSION HOUSE, Business Calendars to an INSURANCE AGENCY, Pencils to a MACHINE SHOP, "Off to the Meeting Point" to a MACHINERY MANUFACTURER, "Peekaboo" to a LAUNDRY, "Bright Bouquets" to a FLORIST, Business Calendars to a WHOLESALE GROCER.

Reynolds of Indiana makes thirteen sales for over \$400, ten new customers. Will Rogers Ger-Bars to a FOOD MARKET, Greetings to a HOTEL, Pencils to an EXCAVATING CONTRACTOR, Phone Index Calendars to a FURNITURE DEALER, Pencils to an AUTO BODY BUILDER, Pencils to an AUTO DEALER, Metal Calendars to an IN-

SURANCE AGENCY, Paragon Key Cases to a SERVICE STATION, Greetings to a SECURITIES BROKER, Greetings to a CAFE, "Priceless Heritage" to an AUTO BODY SHOP, Greetings to a COCA-COLA BOTTLER, "Spirit of America" to a GROCER.

Surely, it pays Reynolds to show greetings on every call, and will pay YOU.

Sam Raborn's best out of six is a \$160 sale of Pencils to a MINING INSTITUTE SAFETY MEET.

E. F. Phillips chalks up eight sales. Pencils to a BOWLING ALLEY, Post Cards to a SERVICE STATION, "Spanky's Safety Patrol" to a "66" SERVICE STATION, Family Record Booklets to a JEWELER, Acknowledgment Cards to a FUNERAL DIRECTOR, FD Service to a FUNERAL HOME, Sympathy Cards to a FUNERAL DIRECTOR, Knives to a BOWLING ALLEY.

Nick Osburn made five sales—his best a complete Safety Campaign to a REAL ESTATE AND INSURANCE AGENCY for \$135.

R. S. Perry makes a \$250 sale of Last Edition Billboard Calendars to an AMUSEMENT RESORT.

Cecil Nixon made six sales. "Silver Dawn" to a GROCER, Will Rogers Billboards to a GENERAL STORE, Paragon Key Cases to a GARAGE, "Spirit of America" to a GROCER, Will Rogers DeLuxe Calendars to a CAFE, "Spirit of America" to a FORD DEALER.

Dan Morrissey made three sales—his best a \$200 sale of "Happy Bluebird Family" to a REALTOR.

Jack Moore made three sales for over \$200. His best is a \$116 sale of "Spirit of America" to a COMMERCIAL BANK.

A. C. Miller made nine sales. Bride's Cook Books to a FURNITURE DEALER, "Priceless Heritage" to a RESTAURANT, "Puppy Love" to a MATTRESS MANUFACTURER, Pencils to a PUBLISHING COMPANY, Memorial Record Books to a FUNERAL HOME, Ger-Bars to a FUNERAL DIRECTOR, Paragon to a WELDER AND MACHINE SHOP, Key Cases to a SHELL SERVICE STATION.

Tom Orvis scored three times for \$250. Special Calendars to an IRON WORKS for \$138, Letter Openers to a FLORIST, Paragon Key Cases to an INSURANCE AGENCY.

L. B. Nobles brings in ten runs for \$300. Farm Record Calendars to a GRAIN DEALER, Paragon to a FUNERAL HOME, Pencils to a FORD DEALER, Pencils to a BAKERY, Paragon Billfolds to a TOOL WORKS, "Spanky Safety School" to a FORD DEALER, Pencils to a LIVESTOCK TRANSPORTATION COMPANY, Religious Calendars to a CHEVROLET SERVICE COMPANY, Pencils to a TRUCK BODY BUILDER, Pencils to a WELDER.

Walt Olson sold five orders for \$230. Paragon to a DRUGGIST for \$100, "Joy of Living" to a TIRE SERVICE COMPANY, Elysian Service to a FUNERAL DIRECTOR, FD Service to a FUNERAL HOME, Paragon to a MANUFACTURER.

Fred Shallish's best out of three is a \$100 sale of Will Rogers Calendars to a BUILDERS' SUPPLY HOUSE.

L. T. Sage rings up four sales for \$200.

Frank Raitz' best out of four is a \$100 sale of Paragon to a **FOUNDRY**.

E. P. Pittman makes six sales, his best a sale of 1000 Paragon Keg Style Key Cases to a **WINE DISTRIBUTOR**, a new customer.

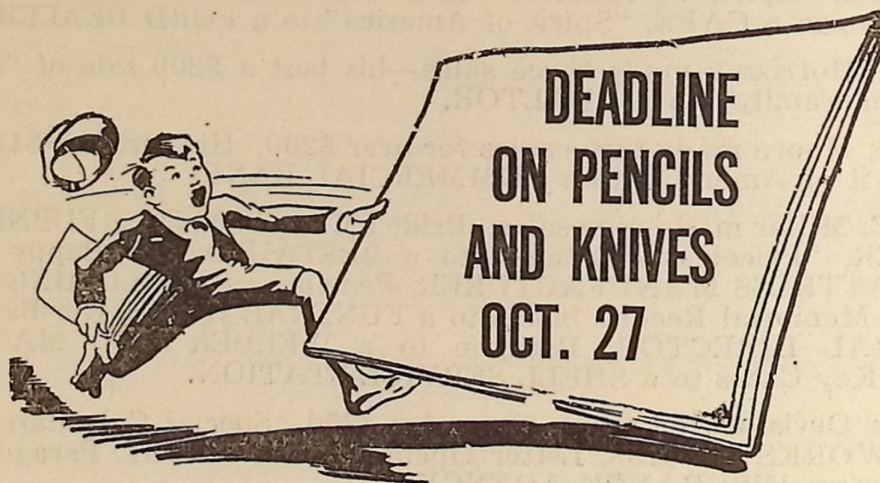
L. E. Page rolls up five for \$250. His best is a sale of "When a Feller's Got a Friend" to a **FINANCE COMPANY**—a new customer—and "Clipper Ship Surprise" to a **DENTIST**. Four of Mr. Page's sales were to new customers.

J. O. Morris' best out of three is a sale of fifty Paragon Desk Memo Calendars to a **STATE BANK**. All three sales are to new customers.

Leo Himelhoch makes three sales for \$300. "My Diary" Baby Books to a **FUNERAL DIRECTOR** for \$225, Last Edition Hangers to a **SIGN COMPANY**, "Spirit of America" to an **INSURANCE AGENCY**.

Bill Herrmann's best out of five is a \$100 sale of Paragon to a **GRINDING MACHINE COMPANY**.

J. W. Hatch's best out of three is a \$100 sale of "A Long Life" and a Healthy One" on the Kitchen Secretary Calendar, sold to an **OIL COMPANY**.



LEST YOU FORGET

**THE DEADLINE ON PENCILS, PENS AND OTHER
SIMILAR ITEMS FOR PRE-CHRISTMAS DELIVERY
IS OCTOBER 27TH**

You can best serve your customers and prospective customers by telling them frankly that you can't accept their orders after October 27th for pre-Christmas delivery.

**HOW MUCH MONEY HAS IT
EARNED FOR YOU?**

We refer to the Family Record booklet, which is steadily making commission dollars for about one-half the members of the sales force. The other fifty percent of the sales force could make money out of it too, if they'd only formulate a simple presentation based upon the question of how much your prospective customer really knows concerning vital statistics in his own household. Here is how one especially successful salesman does it.

He has listed ten questions which he asks his prospective customer to answer—

DATE OF WIFE'S BIRTH
PLACE OF WIFE'S BIRTH
DATE OF YOUR WEDDING
PLACE OF YOUR WEDDING.....
MARRIAGE PERFORMED BY.....
BIRTH DATES OF YOUR CHILDREN
.....
FATHER'S BIRTH-PLACE
MOTHER'S BIRTH-PLACE
BIRTHDAY DATES OF BROTHERS.....
.....
BIRTHDAY DATES OF SISTERS.....
.....

The idea is to ask a few questions that are so simple that one would expect a prospect to be able to answer them readily but which—strange as it may seem—the average man cannot answer. This leads directly to the reason why every household should possess a copy of the booklet.

NINETEEN OF THESE WERE USED ON ORDERS LAST WEEK

THE PEAK OF QUALITY AND SERVICE. ("Silver Dawn")
THE HOUSE WHERE WELCOME AWAITS. ("Autumn Rhapsody")
BEAR US IN MIND FOR QUALITY. ("Come Back Here")
SERVING THE PUBLIC FOR YEARS. ("Houghton Mill.")
ALWAYS ON THE LOOKOUT TO SERVE YOU. ("My Bonnie Lies
Over the Ocean")
QUALITY IS REMEMBERED LONG AFTER PRICE IS FORGOTTEN.
("Proud Mothers")
WE SPECIALIZE IN HAPPY BUSINESS RELATIONS. ("Happy Blue-
bird Family")
EVERY TIME WE MAKE A FRIEND WE GROW A LITTLE. ("When
a Feller's Got a Friend")
WHERE EACH CUSTOMER BECOMES A FRIEND. ("Joy of Living")
IT'S THE FRIENDS WE MAKE WHO MAKE US. ("Peekaboo")
DEPENDABLE—A NAME THAT GROWS WITH THE YEARS.
("Will Rogers")
BEAUTY THAT BREATHES THE BREATH OF SPRINGTIME.
("Springtime")
TRUE BLUE QUALITY AND SERVICE. ("My Blue Heaven")
INTRODUCING ONE OF OUR PLEASED CUSTOMERS. ("Light of
Her Eyes")
ONLY THE BEST FROM EVERY PORT. ("Clipper Ship Surprise")
WE'LL GO A LONG WAY TO SERVE YOU. ("Down on the Farm")
QUALITY AND SERVICE WITH A PEDIGREE. ("Steady")
THE HOUSE THAT SERVICE AND QUALITY BUILT. ("Here Peace
and Happiness Abide")
OUR SUCCESS IS IN DOING A COMMON THING UNCOMMONLY
WELL. ("The Guiding Hand")
SERVICE IS NOT OUR MOTTO, IT'S OUR BUSINESS. ("Forever
Yours")
A HOME INSTITUTION SERVING HOME PEOPLE. ("Here Peace
and Happiness Abide")
SERVING THE PUBLIC SINCE THE STREET WAS AN INDIAN
TRAIL. ("Springtime in the Forest")
THE HOME OF GOOD WILL ADVERTISING. ("Scenes of My
Childhood")



**YE CANNA AFFORD TO BE SCOTCH
AT CHRISTMAS TIME**

**FIVE MORE WEEKS IN WHICH TO PILE UP
CREDITS IN THE**

1941

G-B CHRISTMAS CLUB

The Christmas Club campaign started Tuesday, September 2nd, and runs 12 weeks to November 22nd. Follow these simple rules: You'll have your own sales quota. **BEAT THAT QUOTA.** Keep a weekly record of your dollar volume of sales. Add \$100 extra for each week in which you sell six or more orders. At the end of 12 weeks, subtract your quota from your total credits. The remaining **CHRISTMAS BALANCE** you can use for cash in ordering any gift illustrated in the official catalog!

You've received your "passbook" and your catalog. Add to your \$250 free credit every day. Sell complete orders, for all orders must be ready for manufacture to count. Your family can join in the fun. Let them help you set your goal.

Cassius A. Mills

"Cash" Mills, after an illness lasting nearly a year, passed away at Hines Hospital near Chicago, Saturday, October 11, 1941, and in his passing left a wide gap in his circle of friends in Joliet, both inside and out of the Gerlach-Barklow family.

I first met Cash about the turn of the century. I was then editor and manager of the Red Oak (Iowa) Express, owned by Thos. D. Murphy, and the Calendar Company bearing his name had just been organized. Cash was then about fourteen years old, but large for his age. His father, a lawyer, at one time prosecuting attorney, brought him to me, seeking a job as printer's apprentice, or "printer's devil." I have never seen a boy make such rapid progress. Within two years he was "setting ads" and before he was 18 he was accepted in the Union as a full fledged printer.

Because of his artistic skill with type, Cash was invited to join the Gerlach-Barklow force at the time of its organization in 1907. Although at that time he was just 21 years old, he was immediately made superintendent of the composing and job press room.

Despite his quiet and unassuming manners, he was always a leader. He helped organize and conduct our com-

TO "CASH" MILLS — FRIEND

I have just heard the news,—and emotion
Wells up in my heart and eyes
At the dread final word of your going—
Your sad and untimely demise;

Sad for the friends who will miss you—
Saddest for mother and son!
Untimely; our world can ill lose you,
Friend of us all—everyone.

Among friends you were prince of goodfellows,
With generous glad hand and free,
On the job you were master and workman,
"Cash" Mills, of "good old G-B."

Full thirty-odd years I have known you,
Old friend of my younger days;
I never heard anything spoken
Of you, in those years, but in praise!

Somewhere in the endless Hereafter
There's a Place where Goodfellows have gone,
And I know you are up there, Cassius—
A Prince!—right up near to the Throne!

—Guy Bilsland.

pany picnics; organized our first base-ball team and took a leading part in the organization of a city league.

During World War I, he was inducted into the Army but did not get farther than an American Army Camp. He served for a time as factory superintendent, and at the death of T. C. Davis, took over the Special Department. He was a member and served as president of the

Lithographic Club, a Chicago district organization.

He had an intimate knowledge of every phase of the calendar business and was always ready to help his fellow employes. This characteristic made him one of the best loved men in our organization.

"Cash" was born at Elliott, Iowa, a village near Red Oak, in 1886, and was at the time of his death, just past fifty-five years of age. He leaves a wife and son Paul, aged 10, and a brother, Charles. The funeral was from his home, Wednesday afternoon, October 15.

The appended verses, by a fellow employe who has known Cash for more than thirty years, expresses the sentiments of his many friends.

E. J. BARKLOW.



**YOU'LL APPRECIATE OUR SERVICE
WE'LL APPRECIATE YOUR PATRONAGE**



THE A. S. HARTMAN DAIRY

*The Milk We Sell
Keeps Little Tots Well*

1941	OCTOBER						1941
Sun	Mon	Tue	Wed	Thu	Fri	Sat	
-	-	-	1	2	3	4	
5	6	7	8	9	10	11	
12	13	14	15	16	17	18	
19	20	21	22	23	24	25	
26	27	28	29	30	31	-	

It Always Has Cleared Up

It always has cleared up—and wars always have come to an end. So, we believe, will this one, and then—business men and institutions will want to be remembered by their old peacetime customers, and by newcomers who never knew them before the emergency.

This can be accomplished very economically by keeping on display before customers and potential customers the following information—

WHO YOU ARE
WHAT YOU ARE
WHERE YOU ARE

This information, printed on an attractive calendar will gain entree where no other form of advertising may enter and will stay there for a whole year at a cost so small that it will never be missed.